

"Knowledge Reuse Factors in the Innovation Process"

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The knowledge reuse process when radical innovation is expected is a phased process influenced by organizational and contextual factors, as well as characteristics of the participants and of the knowledge itself. Six case studies of reuse at the Jet Propulsion Laboratory, with varying degrees of innovation, were studied. Across these six cases, factors were identified as contributing to "successful" reuse based on the development of an innovative solution to problems relating to the scientific exploration of Mars. This talk describes the factors, how they differentially influence the knowledge reuse process depending on phase, and the implications for both future research and current practice.